

**ABSTRACT OF DISCLOSURE**

An apparatus and method thereof adjust tonal characteristics of an image to a printer. The apparatus includes a storage unit storing a color correction scheme using a color gamma curve varying in accordance with variable values comprising locations of first and second internal points on the color gamma curve and a gamma coefficient, and a variable input unit receiving the variable values. The apparatus further includes a tone adjusting unit adjusting the tonal characteristics of the image by reflecting the variable values in the color correction scheme and generating bitmap data as a result of the adjustment of the tonal characteristics, and outputting the bitmap data to the printer.